

## CLAIMS

### What is Claimed:

1. A process for an organization to communicate with consumers of a product comprising the  
5 steps of;

placing a unique unit identifier on said product or its packaging,  
positioning the unit identifier so that it can not be known prior to the opening or  
consumption of said product,  
and providing a facility for the communication of said unit identifier by said consumer to  
10 said organization,  
wherein the opening or consumption of said product accelerates its perish-ability.